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ABSTRACT OF THE DISCLOSURE

The sheet feeding apparatus feeds sheet media between
a feed roller and a separating member pressed into contact
with the feed roller, and separates and conveys sheet media
5 held between the feed roller and the separating member one
by one by utilizing differences in frictional coefficients
between the feed roller, the separating member, and the sheet
media. The sheet media are separated and conveyed while
periodically changing the pressurizing force of the reverse
10 roller against the feed roller.

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